

## SOME TRANSLATION CONVENTIONS ENGLISH-LANGUAGE BRANDS IN UZBEK

**Madina Madieva\***

\*Assistant,

Termez Institute of Engineering and Technology,  
UZBEKISTAN

Email id: madinayusupovna1984@gmail.com

**DOI: 10.5958/2249-7137.2022.00725.X**

---

### ABSTRACT

*Attracting new customers and gaining the attention and trust of the target audience is one of the key tasks for the development of businesses of any size and scope. Brand cannot be considered the object of one science because of its integrative nature, special social specificity and complex structure that can be interpreted in different scientific paradigms. Accordingly, brand research today is conducted in the context of various sciences: psychology, sociology, marketing, philosophy, culturology, law and, finally, linguistics. This article presents an attempt to consider brand communication from the linguistics point of view. The possibility of linguistic interpretation is explained by the fact that the communicative approach to brand and branding is distinguished in the works of specialists of other sciences.*

**KEYWORDS:** *Onimas, Eponymous Translation Methods, Transcription, Borrowings, Transliteration, Practical Transcription, Direct Transfer.*

---

### REFERENCES

1. Shiryaeva O.V., Khachmafova Z.R. The concept of "project" in the business picture of the world (based on the discourse of business media) // Bulletin of the Adyghe State University. Ser. Philology and art history. Maykop, 2014. Edit. 4.90-96 p.
  2. Arbekova T. I. Lexicology of the English language (practical course). Moscow: Higher school, 1977. 240 p.Samesource.
  3. Karasik V. I. Language circle: personality, concepts, discourse. M.: Gnosis, 2004. 390 p.
  4. Karasik V. I. Language circle: personality, concepts, discourse. M.: Gnozis, 2004. 390 p.
  5. Linguistic encyclopedic dictionary / ch. ed. V. N. Yartseva. Moscow: Soviet Encyclopedia, 1990. 685 p.
  6. Pisani V. Etymology (history, problems, method). M.: Editorial URSS, 2001. 184 p.
  7. Longman Dictionary of English Language and Culture. Pearson Education Limited. England,2002. 1568p.
  8. Longman Dictionary of English Language and Culture. Pearson Education Limited. England,2002. 1568p.
  9. Longman Dictionary of English Language and Culture. Pearson Education Limited. England,2002. 1568p.
-

10. Crystal David. The Cambridge Encyclopedia of the English Language. Cambridge University Press, 1995. 489 p.
11. Akhmanova O. S. Dictionary of linguistic terms. Moscow: Soviet encyclopedia, 1969. 605 p.
12. Akhmanova O. S. Dictionary of linguistic terms. Moscow: Soviet encyclopedia, 1969. 605 p.
13. Linguistic encyclopedic dictionary / ch. ed. V. N. Yartseva. Moscow: Soviet encyclopedia, 1990. 685 p.
14. Linguistic encyclopedic dictionary / ch. ed. V. N. Yartseva. Moscow: Soviet encyclopedia, 1990. 685 p.
15. Ermolovich D. I. Foundations of translation studies onomastics: author. diss. ... Doctor of philology. M.: МГЛГУ, 2005. 48 p. URL: <https://search.rsl.ru/ru/record/01002929870>
16. Ermolovich D. I. Foundations of translation studies onomastics: author. dis.... Doctor of philology. M.: МГЛГУ, 2005. 48 p. URL: <https://search.rsl.ru/ru/record/01002929870>